

Cancer Prevention and Nutrition Section (CPNS)
California Nutrition Network for Healthy, Active Families (Network)
October 1, 2006 - September 30, 2007

Target Population/ Data Sources	Objectives/Strategies, Methods, Activities, Protocols	Evaluation Method/ Measures	Time/ Quarter	Assigned Staff	Federal Match Budget FFY 2007	Source/ Partners	Performance Measures/Key Deliverables/New Materials
CAF&B and food bank and CBO subcontractors	I. By SEPTEMBER 2007, MAINTAIN AN AWARENESS OF PLANNED MEDIA DEVELOPMENT AND IMPLEMENTATION ACTIVITIES BY CAF&B AND ITS SUBCONTRACTORS USING LIMITED USDA FOOD STAMP OUTREACH FUNDS AND OBTAIN COPIES OF PRESS RELEASES AND EXAMPLES OF STORIES THAT WERE PLACED ON LOCAL AND REGIONAL RADIO AND TELEVISION PROGRAMS AND IN THE PRINT MEDIA.						
	A. Through quarterly meetings with CAF&B, and as needed, determine and discuss the status and planning of local media development and implementation activities.	Meeting agendas, notes, and action items	Q1-Q4	Nishio, Acosta, Communications and Media Unit		USDA/FFP	List of media development and implementation activities and sample stories and articles.
CAF&B and food bank and CBO subcontractors	II. BY SEPTEMBER 2007, MAINTAIN AN AWARENESS OF PLANNED MEDIA DEVELOPMENT AND IMPLEMENTATION ACTIVITIES BY CAF&B AND ITS SUBCONTRACTORS USING <u>OTHER FUNDS</u>. OBTAIN COPIES OF PRESS RELEASES AND EXAMPLES OF STORIES THAT WERE PLACED ON LOCAL AND REGIONAL RADIO AND TELEVISION PROGRAMS AND IN THE PRINT MEDIA.						

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	A. Through quarterly meetings with CAFB and as needed, determine and discuss the status and planning of local media development and implementation activities. Enter into partnership with Radio Bilingue.	Meeting agendas, notes, and action items	Q1-Q4	Nishio, Acosta, Communications and Media Unit Radio Bilingue	\$70,000	USDA/FFP	Meeting notes including reports on past and current media activities, as well as media activities proposed and planned for the future; requests from CAFB for technical assistance, general support, and funding.
CAFБ and food bank and CBO subcontractors	III. BY NOVEMBER 1, 2006, SUBMIT A PROPOSAL TO THE WRO FSNE AND FSO PROGRAM OFFERS TO APPROVE THE USE OF FSNE FUNDING TO USE FOR FOOD STAMP PROMOTION ACTIVITIES IN CONJUNCTION WITH PLANNED FSO MEDIA CAMPAIGNS INCLUDING NUTRITION EDUCATION MESSAGES.						
	A. Meet with WRO Program Officers to discuss the Network's proposal and obtain approval for submitting a detailed plan of action.	Meeting agendas, notes	Q1	Nishio, Acosta, Stephenson, Foerster, Communications and Media Unit		USDA/FFP	Written approval for submitting a plan of action that would combine the use of FSNE and FSO funds for FS Promotion and Outreach media campaigns and activities.

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	B. Submit the plan of action.	Plan of action	Q1	Nishio, Acosta, Stephenson, Foerster, Communications and Media Unit		USDA/FFP	Approval of the plan of action and budget.
	C. Implementation of the plan of action.	Approved plan of action, commitment of funding and resources, timetable	Q1-Q4	Nishio, Acosta, Communications and Media Unit		USDA/FFP	Development of a specific set of date-oriented media activities and sustainable campaigns
	D. Evaluate the plan of action and activities.	Design, development and implementation of an evaluation plan.	Q1-Q4	Nishio, Acosta, Communications and Media Unit		USDA/FFP	Approved evaluation plan, implementation of the evaluation process, results, and report.
CAF&B and food bank and CBO subcontractors	IV. BY SEPTEMBER 2007, THE NETWORK AND/OR CAF&B WILL OBTAIN MULTIPLE YEAR PRIVATE FOUNDATION FUNDING, STATE GENERAL FUNDING, AND/OR PRO BONO SUPPORT FOR A SUSTAINABLE FSO MEDIA CAMPAIGN						

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	A. Research potential funding sources, apply for grants and other forms of support for the development and implementation of a media campaign or a planned set of food stamp outreach media promotions	Records of grant research activities, grant applications submitted, and record of results	Q1-Q4	Nishio, Acosta, Stephenson, Foerster		USDA/FFP	Grant applications submitted and grants and other types of media development support obtained.
CAFB and food bank and CBO subcontractors	V. BY SEPTEMBER 2007, PROVIDE RESPONSES TO REQUESTS FOR TRAINING AND TECHNICAL ASSISTANCE FROM CAFB AND/OR SUBCONTRACTORS TO ASSIST WITH PLANNING AND IMPLEMENTING OF MEDIA DEVELOPMENT ACTIVITIES WITH OR WITHOUT USDA FOOD STAMP OUTREACH FUNDS.						
	A. Maintain an awareness of no cost or low cost training and technical assistance for planning and implementing media development activities and provide referrals to CAFB and subcontractors upon request.	List of training and technical assistance resources	Q1-Q4	Nishio, Acosta, Communications and Media Unit		USDA/FFP	High quality referrals of requesting organizations to available training and technical assistance resources.
CAFB and food bank and CBO subcontractors	VI. BY SEPTEMBER 2007, INCLUDE A SECTION ON MEDIA AND COMMUNICATIONS IN THE FINAL REPORT FOR THE 2005-2006 CFSPAIP PROJECT.						

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	A. In conjunction with CAFB, <i>Network</i> staff will draft a section in the final report that will address the degree to which media activities took place during 2005-2006, the relative success of the activities, lessons learned, and recommendations for 2006-2007.	Analysis of media development and implementation activities	Q4	Nishio, Acosta, Communications and Media Unit		USDA/FFP	Section in Final Progress Report